

Internship Report

Organization:

Ambuja Foundation

Location:

Chirawa, Rajasthan

Duration:

March 11 – June 10, 2025

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Roll No.:

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Stream:

MBA – Development Management

Submitted To:

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Introduction:

Ambuja Foundation is a leading, independent non-profit organization established in 1993 as the corporate social responsibility (CSR) arm of Ambuja Cements. Headquartered in Mumbai, the Foundation is dedicated to transforming rural communities across India by addressing poverty and promoting sustainable development. Operating in over 4,000 villages across 15 states, Ambuja Foundation implements a wide range of programs focused on water resource management, sustainable agriculture, agro-based livelihoods, skill and entrepreneurship development, education, healthcare, and women's empowerment.

The Foundation adopts a participatory, 360-degree approach working closely with communities, governments, NGOs, and corporate partners to create long-term impact. Its initiatives have reached more than 2.5 million people, helping rural families move from poverty to prosperity through grassroots engagement, capacity building, and innovative solutions. Ambuja Foundation is widely recognized for its transparency, inclusive practices, and measurable results in rural development and community empowerment.

Purpose of the Internship:

The purpose of this dissertation is to evaluate the impact of modern agricultural innovations introduced through the Chirawa Farmer Producer Company Ltd. (FPO) on farm productivity and farmers' income. By analyzing both quantitative outcomes and qualitative perspectives from FPO members and shareholders, the study aims to assess how collective action and new technologies have contributed to rural development and improved livelihoods in the Chirawa region.

Objectives of the Internship:

1. To access the increase in farm productivity.
2. To access the different technological innovations through FPO.
3. To access the increase in income of benefitted farmers.

Organizational Profile:

Ambuja Foundation

Ambuja Foundation is the CSR arm of Ambuja Cements Limited, dedicated to holistic rural development since 1993. Operating across 15 states including extensive work in Rajasthan the Foundation's mission is to energize, involve, and enable communities to realize their potential through sustainable, participatory interventions. In Rajasthan, Ambuja Foundation is recognized for pioneering water management, sustainable agriculture, and rural livelihood programs, with a strong presence in districts like Chirawa, Jhunjhunu.

CSR Domains:

- **Water Resource Management:**
Restoration of traditional water harvesting structures, construction of check dams, farm ponds, and rooftop rainwater harvesting systems; large-scale campaigns for water conservation and judicious use.
- **Sustainable Agriculture & Livelihoods:**
Promotion of micro-irrigation, improved seeds, soil health management, and farmer collectivization through FPOs like Chirawa FPO; capacity building for doubling farmer incomes and reducing vulnerability.
- **Skill Development & Education:**
Operation of SEDI (Skill and Entrepreneurship Development Institutes) across Rajasthan, providing short-term courses in 30+ trades for rural youth, school infrastructure upgrades, digital learning, and physical literacy promotion.
- **Women's Empowerment:**
Formation and strengthening of women's federations, support for women-led micro-enterprises, and leadership in value-added agri-businesses (e.g., Marward Saheli spices brand, Bajra Biscuit,).

- **Health, Nutrition & WASH:**
Community campaigns and infrastructure for safe drinking water, sanitation, hygiene awareness, and maternal-child health improvements.
- **Environment & Sustainability:**
Tree plantation drives, soil moisture conservation, and ecological restoration to build climate resilience in drought-prone regions.

Work Done:

As part of this internship, the following activities were carried out:

- **Perception Study Design & Execution:**
Developed structured questionnaires and qualitative tools (FGDs, interviews) targeting 100 stakeholders including Farmers and Shareholder's.
- **Field Engagement & Data Collection:**
Conducted field visits in the 25 core villages in chirawa. Facilitated interviews, captured feedback.
- **Data Analysis & Reporting:**
Compiled, analyzed, and interpreted both qualitative and quantitative responses using MS Excel. Categorized stakeholder-wise findings for final report preparation.
- **Report Drafting & Presentation Preparation:**
Authored a full-length academic dissertation aligned with university norms, and an executive summary report for the organization. Final presentation prepared for internal board at Ambuja Foundation.

Key Learnings:

- Gained hands-on experience in the implementation of agricultural innovations and monitoring of FPO-led community programs.
- Understood the critical role of farmer and stakeholder participation in the success and sustainability of rural livelihood initiatives.
- Strengthened skills in designing questionnaires, conducting field surveys, qualitative interviews, data analysis, and report writing.
- Recognized the challenges in promoting the adoption of new technologies among smallholder farmers and the importance of ongoing capacity building.
- Enhanced communication and interpersonal skills through regular interaction with FPO members, Ambuja Foundation staff, and the local farming community.